I believe that the consumer would be better served if allowed to pick the channels they want on an al-a-cart basis. Right now, I am paying a high amount for 76 channels when I only actually watch 33 of those channels. My family could not care less about shopping networks or sports channels. We find most of the news channels to be highly biased. We do not watch channels with materials we consider to be adult-themed in nature (e.g. the Comedy channel and E!). We are essentially being forced to pay for things we don't use. At the very least, cable companies should allow for lower-priced groups of programs that do not force buyers to purchase many channels they do not want; for example, a sports network package, a news package, a shopping package, etc.